

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
March 10, 2023 at 8:30am

Co-Chairperson Kay called the meeting to order at 8:34 a.m.

In Attendance: Z. Kay (co-chair), B. Hussey, S. Lipari

Staff: C. Sheppard-Decius, N. Gerkey

Guests: C. Quezada

Absent: R. Astrein (chairperson), K. Cummings, D. Fehan

Public Comment: none

Approval of Minutes: Motion by Hussey, seconded by Kay to approve the minutes dated February 10, 2023.

Yeas: B. Hussey, Z. Kay, S. Lipari

Nay: none

Santa House Hours

Gerkey reported that Santa House hours will remain the same for 2023 as they did for 2022. She stated that last year the five minute appointments worked well and were able to accommodate walk ups, plus there will be an extra day of visits this year because Christmas Eve is on a Sunday. Kay suggested adding a wait list to SignUpGenius so attendees can be notified of any cancellations.

Restaurant Promotion

Sheppard-Decius reported that after a restaurant survey on the two Restaurant Week promotion ideas, there was an even split for both concept one, BSD's weekly restaurant feature, and for concept two, Rosé Days. The committee agreed that it is possible to do both. Hussey suggested making an edit to concept two's verbiage from "signature dishes paired with..." to "featured dishes paired with..." to focus on what restaurants already have. Sheppard-Decius suggested creating an app to encourage attendees to "check-in" at restaurants to earn points - based on the point system they can earn prizes. Hussey added that she has a connection for an app developer and will meet with Sheppard-Decius to discuss. Lipari added that retailers will be included in the Rosé promotion. There were a couple name suggestions for the Rosé promotion such as "Tour de Rosé" and "Rosé the Birmingham Way" – this will be discussed further.

Spring Stroll Update

Sheppard-Decius mentioned that securing a sponsor is still in the works. Lipari suggested adding entertainment or bounce house to the less frequented areas of Spring Stroll to ensure all participating businesses are visited. She advised that construction on the north end is an issue and makes the sidewalks less walkable – stores should potentially be advised not to participate with safety in mind.

Goals and Objectives

Sheppard-Decius reported that she made modifications to the budget. Kay suggested decreasing the Winter Markt budget. Sheppard-Decius agreed and mentioned trying to cut the budget by \$10k-15k, as well as having a goal of increasing sponsorships to 50%. She also added solidifying a date for another Strategic Planning Meeting to establish next steps with goals and objectives.

Other Events/Ideas

Hussey suggested a Birming(ham) Burger Day, where restaurants can put forth their best burger and have the community vote. Hussey advised having Restoration Hardware's grand opening be paired with a big regional event. Quezada suggested having an adult-focused event such as "Night on the Town". Hussey added for "Night on the Town" it could be a good idea to pair a retailer with a restaurant. Kay noted that most corporate stores are not able to adjust their hours and stay open later, so this event would likely be more local-focused. A suggestion made by Kay was to have the Tree Lighting at Winter Markt on Saturday night as opposed to Friday night, to drive consistent attendance throughout the weekend. Sheppard-Decius suggested having a larger event focused on home furnishing stores.

Meeting adjourned at 10:15am

NEXT MEETING: Friday, April 14, 2023 at 8:30am

APPROVED

Prepared by: N. Gerkey

Reviewed by: C. Sheppard-Decius